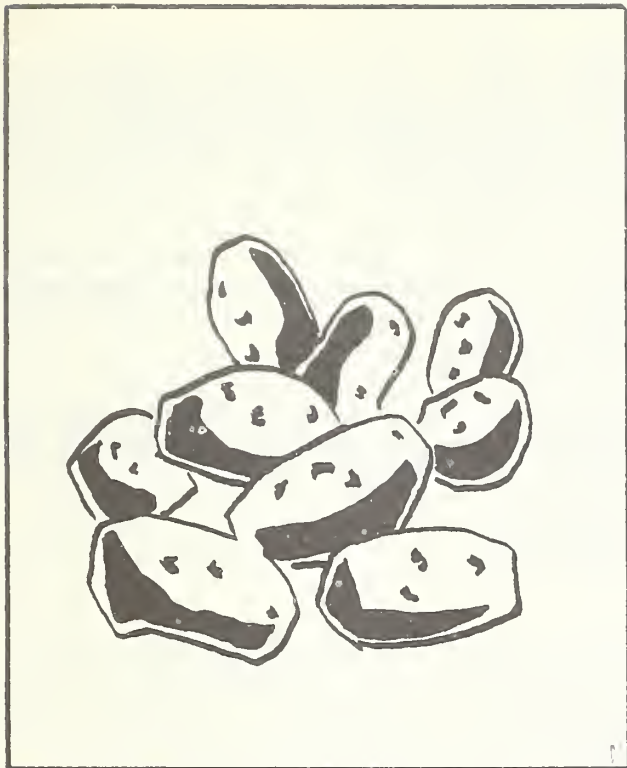


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U.S. DEPT. OF AGRICULTURE
CONSUMER AND MARKETING SERVICE

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SPRING-EARLY SUMMER POTATOES

acreage marketing guides



U.S. DEPARTMENT OF AGRICULTURE CONSUMER AND MARKETING SERVICE

DECEMBER 1969 AMG 71

PREFACE

The nature of potato markets makes production planning at least as necessary as it is for many industrial goods. Helping farmers with this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of potatoes with requirements.

Some production influences--such as weather extremes--cannot be controlled. But growers have control over plantings. They can help achieve balanced markets by planting optimum acreages--acreages likely to result in enough production for consumer needs, but not enough to depress prices.

The recommendations for 1970 spring and early summer potatoes are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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1970 SPRING-EARLY SUMMER POTATOES ACREAGE MARKETING GUIDES

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every potato producer has an influence on the ultimate market situation for his commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual State guide.

I. DEMAND FOR POTATOES IN 1970

The economy has made sharp advances in 1969. As the year ends, however, signs of moderation are appearing. Retail sales have been sluggish with consumer expenditures for durable goods leveling off. With rates easing, almost all industries except auto makers have experienced sales declines, causing inventories to rise. Moreover, housing has been under pressure from the tight monetary conditions and mounting construction costs. And net exports of U.S. goods and services balanced against imports are indicating some unfavorable changes.

Consumer demand in the first half of 1970, despite an apparent slower advance in business activity, will likely continue fairly strong. Although employment will not be rising as rapidly as in 1969, wage rates in key industries will probably increase at a steady pace. Other strengthening factors will be the expected lowering of the 10 percent surtax to 5 percent on personal and corporate incomes, and the proposed increase in social security benefits. With these prospects and a growing population, demand for food is expected to advance further in the first half of 1970.

Despite the viable economy and growing population, total utilization of potatoes for food has leveled off since 1965 when a record total was attained. From 1965 through 1968, fresh potato sales showed successive declines. At the same time, use of potatoes for processing showed successive gains, about offsetting declines in fresh sales.

In the first half of 1970 demand for food potatoes is expected to continue favorable. However, fresh market sales will do well to match the 1965-68 average volume. But, total use of potatoes in processed products may be up somewhat, continuing the long-term trend. As a result, the 1970 total per capita use of potatoes should hold within the recent range of 107 to 113 pounds. And the total retail value of potato sales will be maintained at a high level.

II. 1970 GUIDES FOR SPRING AND EARLY SUMMER POTATO CROPS

The 1970 acreage-marketing guides for spring and early summer crop potatoes are shown in Table 1 on the following page. Acreage recommendations for these crops range from slightly smaller plantings than a year earlier in the early spring States to substantially smaller plantings in several major late spring and early summer States.

The aggregate acreage guide for early and late spring crops is 116,110 acres, or 7 percent less than in 1968. Such an acreage, with average yields

Table 1.--Potatoes, Spring and Early Summer Crops: Acreage-
Marketing Guides recommended for 1970

Season and State	Acreage guide, 1970	Percentage change from 1969 acreage	Marketing guide 1970
	<u>Acres</u>	<u>Percent</u>	<u>1,000 cwt.</u>
<u>Early Spring:</u>			
Florida-Hastings	26,260	Minus 2	4,464
-Other	3,165	Minus 1	402
Texas	3,200	Minus 3	336
Total	32,625	Minus 2	5,202
<u>Late Spring:</u>			
North Carolina			
8 N.E. Counties	8,675	Minus 9	1,301
-Other Counties	1,970	Minus 10	236
Alabama	10,500	No change	1,260
Mississippi	2,355	Minus 6	200
Arkansas	1,695	Minus 1	132
Louisiana	2,970	Minus 15	184
Texas	5,200	No change	510
Arizona	10,885	Minus 15	2,666
California	39,235	Minus 10	13,654
Total	83,485	Minus 9	20,143
Spring total	116,110	Minus 7	25,345
<u>Early Summer:</u>			
Missouri	2,000	No change	216
Kansas	1,400	No change	115
Delaware	7,890	Minus 1	1,570
Maryland	1,845	Minus 3	304
Virginia-Eastern Shore	26,345	Minus 9	3,688
-Other	2,300	No change	225
North Carolina	1,700	No change	190
Kentucky	2,700	No change	184
Tennessee	3,700	No change	333
Alabama	7,225	Minus 14	975
Texas	18,975	Minus 3	3,510
California	5,500	No change	1,925
Total	81,580	Minus 5	13,235

by States will result in a 1970 marketing guide crop of 25.3 million hundredweight. This quantity is moderately less than the 1969 total of 27.0 million hundredweight.

In the early summer States the total acreage guide is 81,580 acres. This acreage is 5 percent less than in 1969. With average yields per planted acre, the 1970 marketing guide production for early summer crop potatoes would be 13.2 million hundredweight, slightly less than in 1969.

The 1970 U. S. total marketing guide for potatoes is 289 million hundredweight. Of this total guide, almost 9 percent was allocated to spring potato States. The marketing guide for early summer crop States accounts for about 5 percent of the national marketing guide.

III. SPRING POTATO HIGHLIGHTS

In contrast with the declining trend in other recent years, 1969 total spring potato plantings were moderately larger than the relatively low level reached in 1968 (see Figure 1 below). The increase as compared with a year earlier, however, was concentrated in California and Arizona. In 1969, late spring plantings in California were nearly a third larger than in 1968. Arizona plantings also were up sharply from 1968, reaching a record high in 1969.

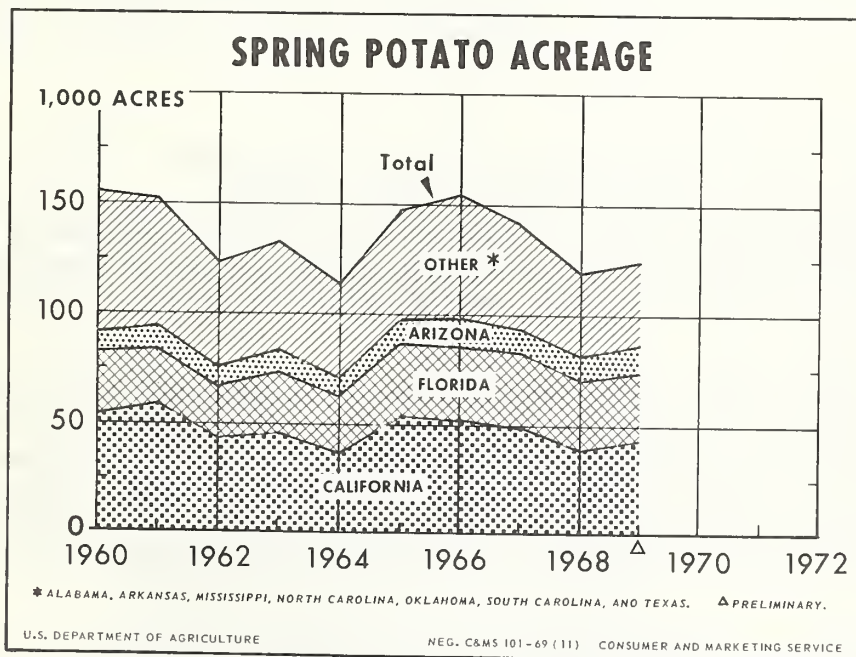


Figure 1

III. SPRING POTATO HIGHLIGHTS (CONTINUED)

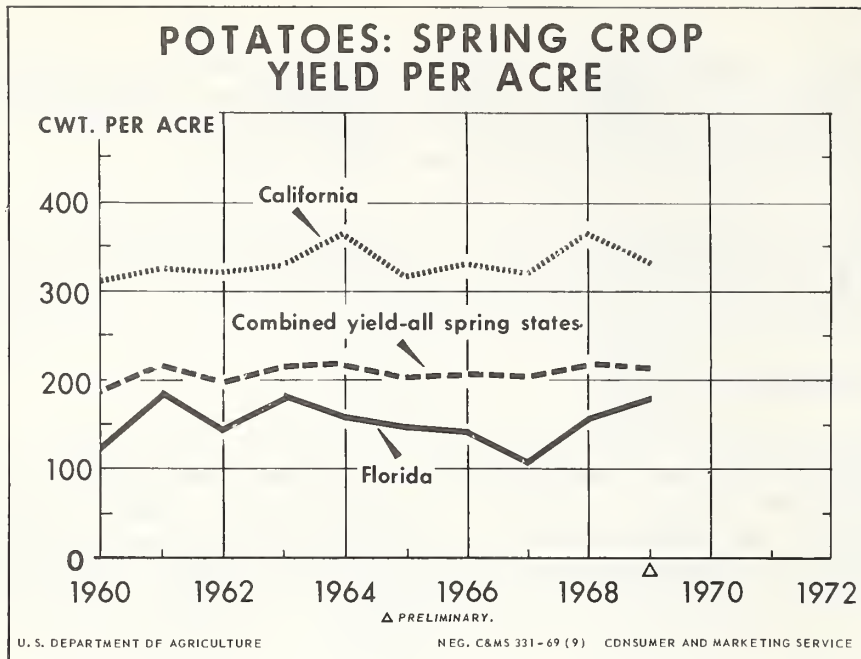


Figure 2

As shown in Figure 2 above, spring crop yield per acre has held within a narrow range during the 1960's. Year to year yield variations in individual States have been offsetting. Below average yields in one or more States because of adverse weather have been largely offset by relatively high yields in other States.

Although 1969 early spring potato crops in Florida and Texas developed favorably, excessive rainfall and generally cold weather adversely affected crop development in several late spring States. In California, heavy rains during January and February delayed planting and below normal temperatures into early March slowed growth. Throughout the Southeast, a typically irregular rainfall pattern and generally low temperatures interfered with crop growth.

Despite the production problems encountered in some areas, the spring crop yield per acre in 1969 was equal to the record high achieved in 1968. Much higher average yields in Florida and Texas as well as a moderately larger per-acre yield in Arizona offset lower yields in other spring States.

III. SPRING POTATO HIGHLIGHTS (CONTINUED)

Total spring crop production in 1969 was 27.0 million hundredweight. This production was moderately larger than in 1968 (Figure 3). Because of high yields in both the Hastings and "other" areas, the 1969 Florida early spring production was substantially larger than in 1968. In Texas, the increased 1969 early spring production as compared with 1968 was the result of a larger acreage and a higher yield.

With a record large acreage and higher yield than in 1968, the Arizona late spring potato production in 1969 was up a third from 1968 to a new record. Despite a much larger acreage, 1969 late spring production in California was only slightly larger than in 1968 because of a lower average yield. Late spring potato production in both North Carolina and Alabama in 1969 was moderately less than a year earlier.

In 1969, spring crop marketings began later than usual. Movement from Florida did not begin until mid-April. Volume supplies from California were delayed until mid-May, with supplies heaviest during June and early July. In addition, the general delay extended into the southeastern States. In the spring of 1969, smaller supplies of storage potatoes compared with 1968 benefitted markets for spring potatoes, contributing to moderate prices in May and June. However, increased spring marketings in 1969 compared with a year earlier resulted in lower returns to spring growers. Details on the spring crops in individual States are shown in Table 2.

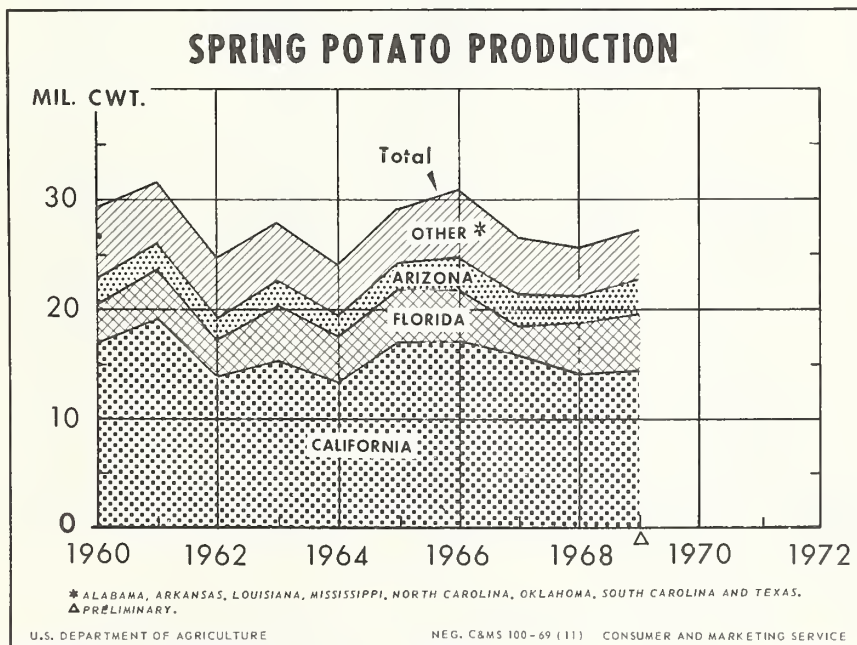


Figure 3

Table 2.--Potatoes, Spring Crop: Selected data for selected States, 1965-69 crops

State and year	: Planted : acreage :	: Yield per : harvested : acre	: Produc- : tion :	: Quantity : sold :	: Average : price : received : by farmers	: Value : of : sales
	Acres	Cwt.	1,000 cwt.	1,000 cwt.	\$ per cwt.	\$1,000
<u>Alabama:</u>						
1965	15,300	117	1,755	1,727	4.92	8,497
1966	17,000	155	2,573	1,992	1.58	3,147
1967	15,000	130	^{1/} 1,742	1,609	2.35	3,781
1968	11,000	130	1,365	1,343	2.58	3,465
1969	10,500	115	1,150	N.A.	N.A.	N.A.
<u>Arizona:</u>						
1965	11,000	210	2,310	2,257	4.18	9,434
1966	13,100	230	2,875	2,468	2.31	5,701
1967	10,900	250	2,725	2,694	2.53	6,816
1968	10,100	230	2,323	2,295	3.15	7,229
1969	12,800	240	3,072	N.A.	N.A.	N.A.
<u>California:</u>						
1965	54,400	315	17,136	16,962	4.66	79,043
1966	52,000	330	17,160	16,814	1.85	31,106
1967	49,800	320	15,936	15,615	2.08	32,479
1968	38,600	365	14,089	13,805	2.99	41,277
1969	43,600	330	14,388	N.A.	N.A.	N.A.
<u>Florida:</u>						
1965	31,700	148	4,632	4,610	4.45	20,525
1966	33,500	145	4,714	4,689	3.23	15,145
1967	33,000	109	2,636	2,618	3.17	8,297
1968	31,600	156	4,772	4,747	5.51	15,131
1969	29,900	180	5,374	N.A.	N.A.	N.A.
<u>North Carolina:</u>						
1965	11,900	137	1,632	1,512	6.13	9,267
1966	13,700	122	1,652	1,531	1.81	2,776
1967	12,300	144	1,776	1,656	2.44	4,041
1968	11,700	144	1,689	1,576	3.32	5,240
1969	11,700	138	1,620	N.A.	N.A.	N.A.
<u>Texas:</u>						
1965	10,300	92	864	811	5.97	4,847
1966	13,300	98	991	937	4.20	3,775
1967	10,500	92	934	884	3.63	3,209
1968	8,000	102	772	727	4.83	3,508
1969	8,500	111	903	N.A.	N.A.	N.A.

^{1/} Includes 78,000 cwt. not marketed because of economic conditions.

N.A. - Not available.

Note: 1969 data are preliminary.

IV. SPRING POTATOES - MARKET PROSPECTS

Most of the spring potato crop is sold in food outlets. Approximately 80 percent is sold fresh for table use, and 20 percent is utilized by potato chippers. Significant amounts of the spring crop in Arizona, Florida and California are used by chippers. Some spring production is grown under contract with chippers.

Demand for spring crop potatoes for table use has been static in contrast with a moderate gain in demand for potatoes for chipping. The sales of spring potatoes for table use are limited by competing shipments of fresh potatoes from northern storage areas plus sales of processed potatoes, particularly frozen french fried.

In the spring of 1970, competing supplies of both storage and processed potatoes are expected to be slightly to moderately above the respective levels in 1969. Therefore, in 1970 a slight reduction is recommended in total plantings of early spring potatoes and a 9 percent reduction is suggested in late spring acreage (Table 1).

Figure 4 below shows the relative importance of total spring potato acreage and production. Additional details on spring crop potatoes, including prices received by farmers and unloads in selected cities, are shown in Tables 3, 4, 5, 6, and 7 which begin on page 10. Notes on individual spring crop States begin on page 15.

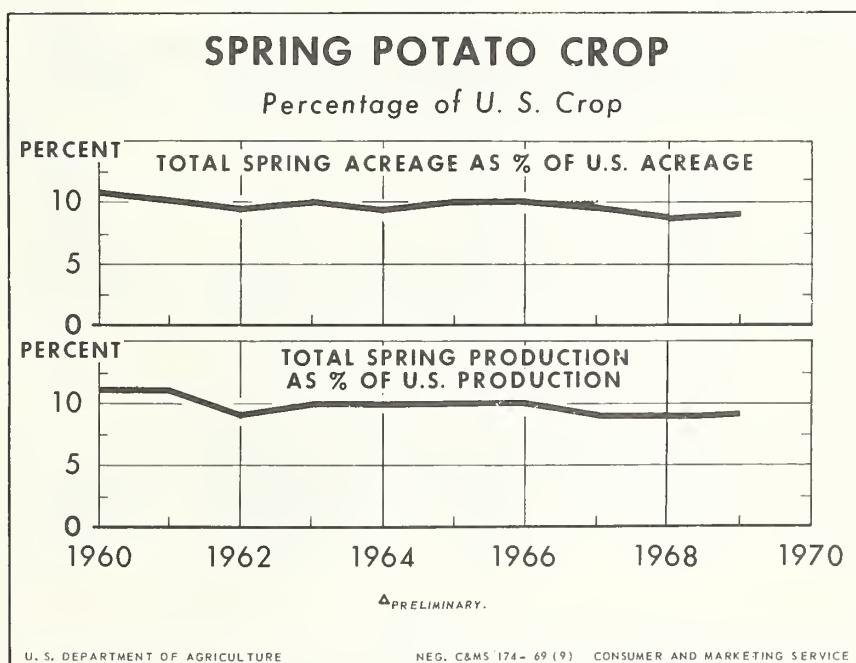


Figure 4

Table 3.--Potatoes, Total Spring Crop: Selected data for 1951-69 crops

Crop year	Acreage harvested	Yield per acre	Production			Disposition		Price $\frac{1}{2}$	Value of sales
			Million cwt.	Used on farms	Sold	Million cwt.	Million cwt.		
	1,000 acres	Cwt.	Million cwt.	Million cwt.	Million cwt.	Million cwt.	Million cwt.	Dollars	\$ Million
1951	191.1	121	23.1	3.3	19.8			2.39	47.2
1952	199.2	128	25.5	2.8	22.7			3.98	90.3
1953	235.7	134	31.5	5.1	26.4			1.65	43.5
1954	188.8	137	25.9	2.8	23.1			2.62	60.6
1955	190.4	146	27.8	2.5	25.3			2.39	60.3
1956	176.6	146	25.9	2.0	23.9			4.11	98.2
1957	185.5	170	31.5	2.2	29.3			1.51	44.2
1958	184.4	154	28.4	2.2	26.2			1.98	52.0
1959	137.8	183	25.3	1.5	23.7			3.21	76.3
1960	154.7	191	29.5	1.3	28.2			2.64	74.6
1961	147.5	214	31.6	1.3	30.3			1.77	53.6
1962	122.7	200	24.6	1.1	23.5			2.48	58.3
1963	131.0	213	28.0	1.6	26.3			1.91	50.3
1964	111.6	214	23.9	.6	23.3			3.69	86.0
1965	145.1	201	29.2	.6	28.5			4.74	135.2
1966	148.9	207	30.9	1.7	29.2			2.17	63.4
1967	130.8	203	26.6	.8	25.8			2.35	60.5
1968	116.5	219	25.5	.7	24.9			3.10	77.2
1969*	123.5	219	27.0	N.A.	N.A.			N.A.	N.A.

N.A. - Not available.

* Preliminary.

$\frac{1}{2}$ Average price per cwt. received by farmers.

Table 4.--Spring Potato Prices*

State, year	April	May	June	July
<u>Dollars per hundredweight</u>				
California:				
1967	3.45	2.40	1.80	2.20
1968	2.95	3.15	2.90	3.00
1969	----	2.95	2.45	2.05
Florida:				
1967	3.63	3.22	2.56	----
1968	4.09	3.33	2.20	----
1969	3.58	2.91	2.39	----
Arizona:				
1967	----	2.65	2.50	2.40
1968	----	3.20	3.10	3.10
1969	----	2.75	2.70	2.80
North Carolina:				
1967	----	----	2.40	2.50
1968	----	----	2.95	3.55
1969	----	----	3.25	2.60
Alabama:				
1967	----	2.45	2.26	3.06
1968	----	2.75	2.58	3.30
1969	----	2.70	3.00	2.50
Texas:				
1967	5.00	4.00	3.10	4.00
1968	5.90	5.48	4.25	3.75
1969	4.30	3.90	4.30	3.80
U. S.:				
1967	1.82	2.00	1.95	2.58
1968	1.90	2.64	2.69	2.91
1969	2.64	2.66	2.63	2.47

* As reported in Agricultural Prices, issued monthly by the Statistical Reporting Service, USDA.

Table 5.--Potatoes: Selected data on shipments and prices*, 1968 and 1969

State	Year	April	May	June	July	August	Total shipments	Weighted price
<u>Alabama: 1/</u>								
Shipments	- 1968	-----	458	2,066	23	9	2,556	----
"	- 1969	-----	471	1,643	1,922	172	4,208	----
Price	- 1968	-----	2.75	2.58	3.30	2.40	-----	2.77
"	- 1969	-----	2.70	3.00	2.50	2.35	-----	2.71
<u>Arizona:</u>								
Shipments	- 1968	105	1,477	2,662	153	----	4,397	----
"	- 1969	14	1,064	3,491	989	----	5,558	----
Price	- 1968	-----	3.20	3.10	3.10	----	-----	3.15
"	- 1969	-----	2.75	2.70	2.80	----	-----	2.73
<u>California:</u>								
Shipments	- 1968	2,539	7,593	13,005	6,843	1,100	31,080	----
"	- 1969	104	4,979	12,129	7,816	507	25,535	----
Price	- 1968	2.95	3.15	2.90	3.00	-----	-----	2.99
"	- 1969	-----	2.95	2.45	2.05	-----	-----	2.43
<u>Florida: 2/</u>								
Shipments	- 1968	2,727	6,038	1,466	5	-----	10,236	----
"	- 1969	3,107	6,810	1,670	-	-----	11,587	----
Price	- 1968	4.09	3.33	2.20	-	-----	-----	3.19
"	- 1969	3.58	2.91	2.39	-	-----	-----	3.01
<u>North Carolina:</u>								
Shipments	- 1968	-----	-----	1,644	954	2	2,600	----
"	- 1969	-----	-----	1,466	1,044	-----	2,510	----
Price	- 1968	-----	-----	2.95	3.55	-----	-----	3.32
"	- 1969	-----	-----	3.25	2.60	-----	-----	2.98
<u>Texas:</u>								
Shipments	- 1968	73	361	30	2,206	1,993	4,663	----
"	- 1969	404	445	61	2,569	1,976	5,430	----
Price	- 1968	5.90	5.48	4.25	3.75	2.40	-----	4.83
"	- 1969	4.30	3.90	4.30	3.80	2.80	-----	3.49
<u>Virginia: 3/</u>								
Shipments	- 1968	-----	-----	905	5,225	1,038	7,168	----
"	- 1969	-----	-----	1,067	5,344	430	6,841	----
Price	- 1968	-----	-----	3.15	2.60	1.56	-----	2.53
"	- 1969	-----	-----	3.00	2.50	3.20	-----	2.62

* Shipments are in carlot equivalents; prices are dollars per hundredweight received by growers.

1/ Includes spring and early summer data.

2/ Includes winter crop data into early spring.

3/ Early summer crop.

Table 6.--Potatoes: Unloads in selected cities of shipments originating in California and Florida, selected months*, 1968 and 1969

City	: Unloads from :		City	: Unloads from :	
	: California :			: Florida :	
	: 1968	: 1969		: 1968	: 1969
Carlot equivalents			Carlot equivalents		
Chicago	1,498	1,349	Atlanta	445	462
Cincinnati	103	115	Baltimore	138	138
Cleveland	342	389	Boston	14	47
Dallas	258	124	Buffalo	87	61
Denver	267	271	Chicago	520	464
Detroit	846	691	Cincinnati	212	370
Houston	524	464	Cleveland	288	360
Indianapolis	210	201	Columbia, S. C.	72	74
Kansas City, Mo.	214	166	Detroit	572	702
Los Angeles	4,157	3,856	Kansas City, Mo.	68	86
Memphis	43	31	Louisville	254	289
Milwaukee	223	219	Memphis	131	94
Minneapolis <u>1/</u>	771	659	Milwaukee	84	84
New York <u>2/</u>	1,031	949	Minneapolis <u>1/</u>	89	43
Philadelphia	445	412	New York <u>2/</u>	101	281
Pittsburgh	267	263	Philadelphia	224	311
Portland	798	707	Pittsburgh	171	184
St. Louis	223	231	Providence	26	20
San Francisco <u>3/</u>	1,610	1,282	St. Louis	70	71
Seattle <u>4/</u>	524	515	Washington, D. C.	116	118
<u>Canada:</u>			<u>Canada:</u>		
Montreal	64	36	Montreal	29	39
Ottawa	2	---	Ottawa	3	11
Toronto	168	84	Toronto	112	131
Vancouver	377	254	Vancouver	7	16
Winnipeg	198	164	Winnipeg	---	9
Subtotal	15,163	13,432	Subtotal	3,833	4,415
Other Cities	2,386	1,960	Other Cities	415	462
Total	17,549	15,392	Total	4,248	4,877

* Four months, April - July.

1/ Includes St. Paul.

2/ Includes Newark, New Jersey.

3/ Includes Oakland.

4/ Includes Tacoma.

Table 7.--Potatoes: Unloads in selected cities of shipments originating in Alabama, Arizona, North Carolina and Texas, selected months*, 1968 and 1969

City	: Unloads from :		: Unloads from :		: Unloads from :		: Unloads from :	
	: Alabama :		: Arizona :		: North Carolina :		: Texas :	
	: 1968 :	: 1969 :	: 1968 :	: 1969 :	: 1968 :	: 1969 :	: 1968 :	: 1969 :
	Carlot		Carlot		Carlot		Carlot	
	equivalents		equivalents		equivalents		equivalents	
Atlanta	260	362	133	325	118	97	257	223
Birmingham	166	206	211	152	74	68	368	435
Chicago	199	45	279	354	57	74	180	126
Cincinnati	268	255	524	324	51	42	40	42
Indianapolis	159	112	170	217	25	35	68	137
Louisville	252	214	107	126	5	23	54	34
Memphis	234	145	171	158	31	58	30	47
Nashville	58	64	114	223	83	40	26	61
New Orleans	217	156	61	66	74	38	148	128
St. Louis	279	110	54	149	95	41	84	110
Canada:								
Toronto	9	5	---	2	30	7	4	14
Winnipeg	2	---	---	2	3	6	---	5
Subtotal	2,103	1,674	9	11	9	24	1,259	1,362
Other Cities	290	251	1,833	2,107	655	553	273	487
Total	2,393	1,925	2,196	4,440	83	65	1,532	1,849
Canada:								
Toronto								
Vancouver								
Subtotal								
Other Cities								
Total								

* Four months, April - July.

1/ Includes St. Paul.

2/ Includes Newark, New Jersey.

V. NOTES ON SPRING POTATO AREAS

Alabama

The Alabama spring crop is centered in Baldwin County; the early summer crop is produced in the Sand Mountain area.

Spring plantings have declined the past several years. The 1969 acreage, 10,500 acres, was slightly below 1968. Following a dry spring, yield per acre in 1969 was relatively low, and production amounted to 1.2 million hundredweight compared with 1.4 million in 1968 (Figure 5).

The harvest period extended from late May into late June. Heavy rains early in June followed by hot weather resulted in heavy cullage. Most of the crop was marketed during the first half of June. Prices received by Alabama growers during June 1969 averaged \$3.00 per hundredweight compared with \$2.58 in 1968.

In the Sand Mountain area plantings were 8,400 acres in 1969 compared with 8,200 in 1968. Average yield was quite high. Total production in 1969 was a record and about double the outturn a few years earlier. Harvest was active by the first week in July and continued into August. In the Sand Mountain area, prices for both round white and red varieties were firm through most of the early summer season. However, the July 1969 farm price was \$2.50 compared with \$3.30 in 1968. The bulk of the crop was sold to chippers with the remainder moving to fresh outlets.

In 1970, no change is recommended in total spring potato plantings in Alabama. A reduction of 14 percent in acreage is suggested for Alabama early summer acreage.

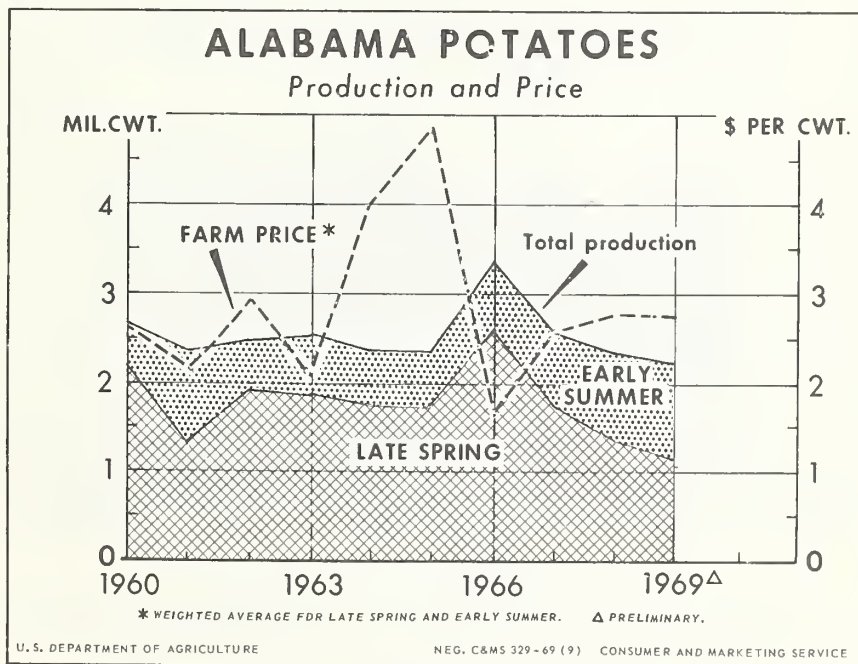


Figure 5

Arizona

Potato acreage in Arizona in 1969 was increased to a record total and was 27 percent above 1968. The record acreage combined with a high average yield resulted in a record production which was one-third above the output a year earlier.

A substantial portion of the crop moved to potato chippers. Initial harvest of round whites for processing began late in April. Harvest of round reds for table outlets was general by mid-May. In addition to round red and white varieties, Arizona produced the Norgold Russet variety.

About 60 percent of the crop was shipped in June and 20 percent in May and July, respectively.

The average price received by growers in 1969 was estimated at \$2.73 per hundredweight. This compared with \$3.15 in 1968 when total supplies were lighter (Figure 6).

In 1970, a 15-percent reduction in acreage is recommended in Arizona.

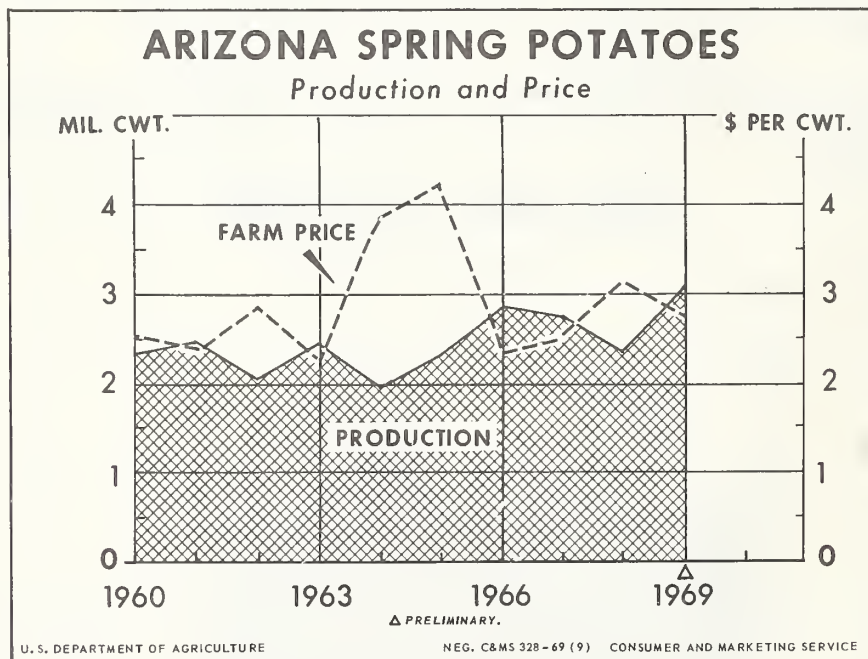


Figure 6

California

In 1969, California spring potato acreage was increased substantially compared with the moderate acreage planted in 1968. The 1969 yield was well below the 1968 record. Total production in 1969 was 14.4 million hundredweight, up slightly compared with 1968. Two-thirds of the U. S. 1969 late spring crop was produced in California.

A small acreage was harvested in late April. However, because of maturity regulations effective May 1 relative to the amount of skinning permissible, active harvest was delayed until the second week in May. Approximately 20 percent of the crop was marketed in May, 48 percent in June and 32 percent in July. Marketings peaked in late June. The bulk of the shipments consisted of long whites (White Rose variety). Also, there was a substantial movement of round whites (Kennebecs) to potato chippers. In addition growers produced significant quantities of round reds, Russet Burbanks and Russet Norgolds for table markets (Table 8 on following page).

Prices received by California growers showed a sharp seasonal decline. Prices averaged \$2.95 per hundredweight in May, \$2.45 in June and \$2.05 in July. The season average price was off sharply from the \$2.99 average in 1968 (Figure 7).

With substantial carryover supplies of both fresh and processed potatoes anticipated in the spring of 1970, California growers are recommended to reduce their 1970 acreage below 1969 levels. In 1970, the total acreage guide for California is a planted acreage 10 percent less than in 1969.

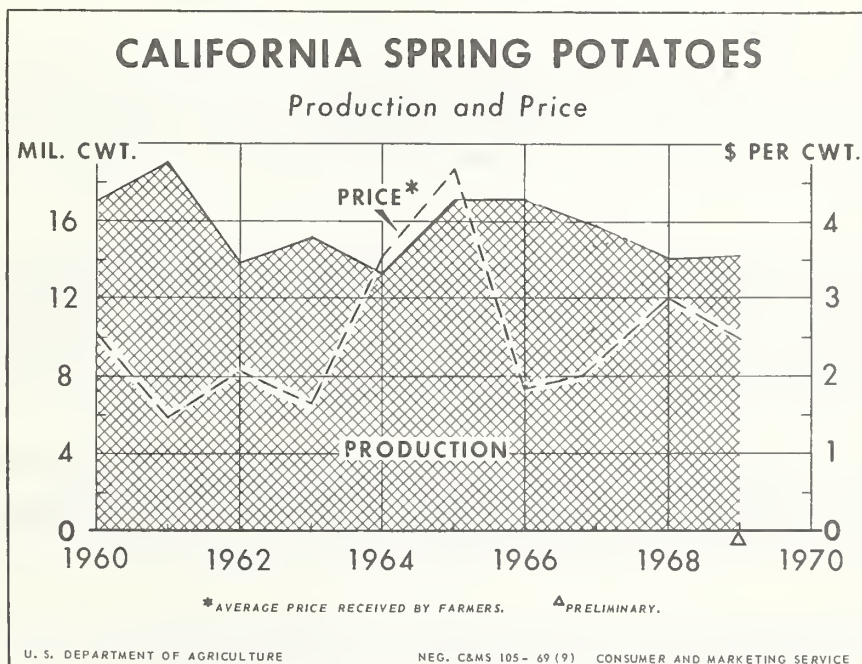


Figure 7

Table 8.--Potatoes, California Spring Crop: Shipments by varieties, per capita shipments, and average price, 1960-69

Year	Shipments					U. S.	Per	
	Long	Round		Other		total	capita	California
	whites	reds	Kennebecs	1/	Total	popu-	ship-	season
	:	:	:	:	:	lation	ments	average
	:	:	:	:	:	2/	:	price
	----- Million hundredweight -----					Million	Pounds	\$ per cwt.
1960	11.2	1.2	1.7	.1	14.2	179.9	7.9	2.53
1961	12.5	1.0	1.5	.1	15.1	183.0	8.3	1.49
1962	9.0	.8	1.2	.2	11.2	185.8	6.0	2.05
1963	9.5	1.1	1.5	.2	12.3	188.6	6.5	1.64
1964	9.0	.9	1.7	.4	12.0	191.3	6.3	3.52
1965	11.0	1.2	2.6	.5	15.3	193.7	7.9	4.66
1966	9.5	1.1	2.5	.7	13.7	196.0	7.0	1.85
1967	9.4	.9	2.2	.6	13.1	198.2	6.6	2.08
1968	8.5	1.0	2.3	.5	12.3	200.3	6.1	2.99
1969 3/	8.4	.9	2.3	.5	12.1	202.3	6.0	2.42

1/ Includes Russet Burbanks and Norgold Russets.

2/ As of July 1; includes armed forces.

3/ Preliminary.

Reflecting the smaller total spring production than a year earlier, 1969 total spring crop shipments from California were slightly less than a year earlier (see Table 8). Total supplies of both long whites and round reds from California were below year earlier levels. However, the movement of Kennebecs to potato chippers was about the same as in 1968.

From a moderate level in May, prices received by California growers for 1969 spring crop potatoes declined successively in June and July. The average price in July was \$2.05 per hundredweight, nearly a third lower than the fairly high average price of \$3.00 per hundredweight in July, 1968.

The 1969 season average price for spring crop potatoes in California was \$2.42 per hundredweight, down sharply from the \$2.99 average in 1968.

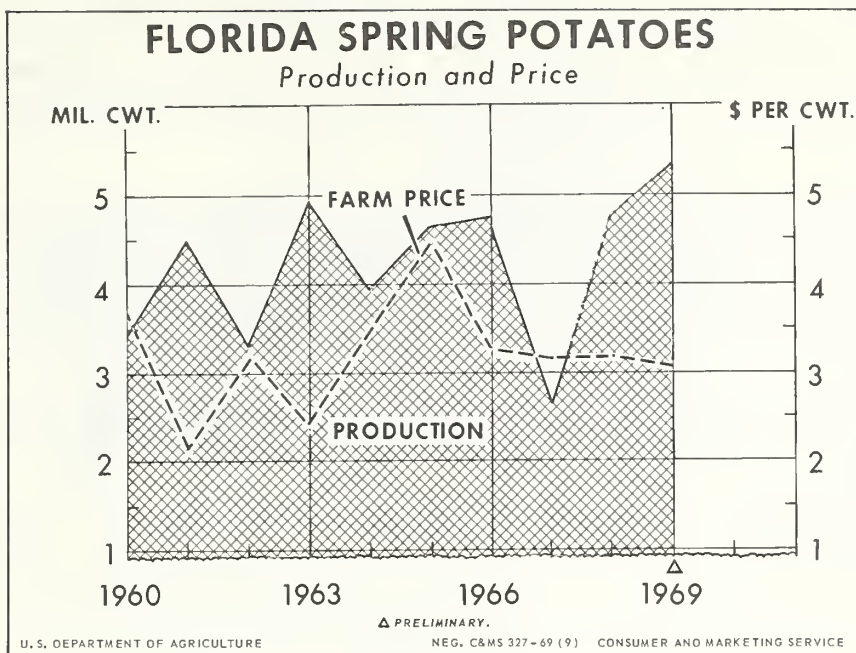


Figure 8

Florida

A high yield in 1969 in the Hastings potato area in Florida more than offset a moderate reduction in spring acreage. And total production was 4.9 million hundredweight compared with 4.4 million in 1968. In the "other" Florida area, a high yield was responsible for a substantial increase in output in 1969 compared with a year earlier.

The Florida harvest started in mid-April, about 2 weeks later than normal. Although shipments peaked the second week in May, movement was active into the first week in June. Shipments from Dade County continued into mid-May, and overlapped movement from the spring harvest. A substantial amount of the Sebago (round white) variety moved to potato chippers. In addition to Sebagoes, a moderate volume of round reds was available for table outlets.

In late April, U. S. No. 1 Sebagoes were \$4.00 per hundredweight at Florida shipping points. Thereafter, prices declined gradually, and averaged \$3.00 in early June. For the 1969 season, however, the season average price in Florida compared favorably with average prices for 1966, 1967 and 1968 crops.

In 1970, a slight reduction is recommended in spring potato acreage in Florida.

North Carolina

The total spring potato acreage in North Carolina has changed little in recent years. The 1969 acreage, 11,700 acres, was equal to a year earlier. Average yield per acre was down slightly compared with the 1968 record. The total production was 1.6 million hundredweight. This compared with 1.7 million in 1968.

Harvesting began the second week in June, peaked in late June, and was completed about mid-July. Total shipments amounted to 2,349 carlot equivalents compared with 2,601 in 1968. Although some of the supply moved to potato chippers, the bulk was sold in table markets. Grower prices averaged approximately \$3.00 per hundredweight, down moderately from the 1968 average of \$3.32 (Figure 9).

In 1969, potato shipments from eastern North Carolina and the Eastern Shore of Virginia were regulated under a Federal Marketing Order.

In 1970 a moderate reduction in acreage is recommended for the North Carolina spring crop.

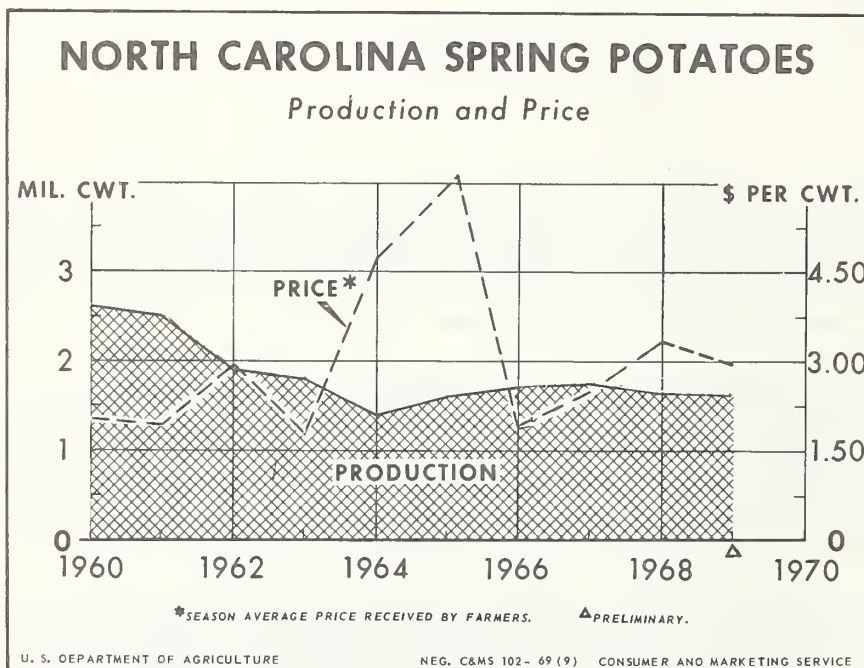


Figure 9

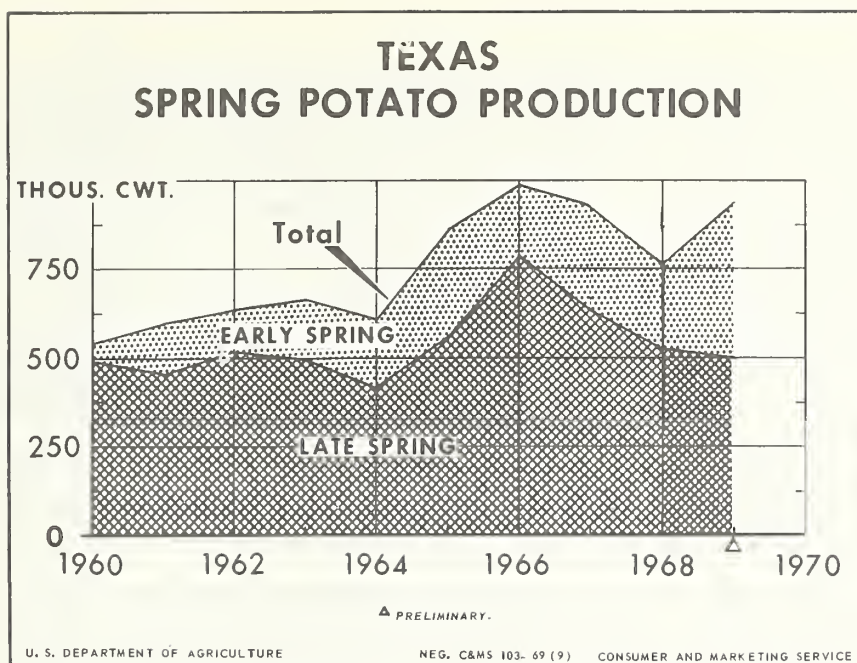


Figure 10

Texas

Following successive decreases in 1967 and 1968, Texas early spring potato plantings were increased substantially in 1969. The 1969 planted acreage of 3,300 acres was nearly a fifth larger than in 1968. Favorable weather contributed to a high average yield per acre in 1969. Texas early spring production in 1969, at 403,000 hundredweight, was nearly two-thirds larger than the relatively small 1968 crop (Figure 10).

Movement of early spring supplies from the Lower Rio Grande Valley of Texas began in early April, about a week earlier than usual. Marketings continued active through May. Because of the increased production and a larger volume of competing spring supplies from other areas, prices in Texas averaged well below the high levels a year earlier. In April, the Texas average price was \$4.30 per hundredweight compared with almost \$6.00 in April 1968. In May, prices trended lower, averaging \$3.90 per hundredweight for the month.

Total late spring acreage in Texas producing areas in 1969 was unchanged from 1968. A lower average yield resulted in a 1969 total production moderately less than in 1968.

Digging in the Pearsall area began in late April and continued active through mid-May. This was followed closely by movement from the San Antonio area, which continued through early June.

The 1970 acreage guide for the early spring area in Texas is a planted acreage 3 percent less than in 1969. For the late spring areas in Texas, the 1970 guide is a total planted acreage equal to 1969.

VI. EARLY SUMMER POTATO HIGHLIGHTS

Total acreage of early summer potatoes has shown little change since 1966 (Table 9). In 1969, a moderately larger acreage on the Eastern Shore of Virginia largely offset smaller plantings in California and several other States compared with 1968. Primarily because of extremely dry weather in Virginia, the early summer average yield in 1969 was below the record high in 1968. The 1969 total early summer production of 13.5 million hundredweight was moderately less than in 1968 (Figure 11).

Most of the early summer crop is marketed between mid-June and early August. Although most of the production is sold in table market outlets, sales to chippers are substantial in some States, and have become increasingly important in recent years. On the Eastern Shore of Virginia, the leading source for early summer fresh market supplies, large quantities are exported to Canada. In addition to Virginia, shipments of early summer crop potatoes to chippers originate in Alabama, Texas, and California.

In 1969, total market supplies during June and July were quite large relative to market needs. Overlapping supplies from the large late spring California crop were substantial. Movement from the Eastern Shore of Virginia reached volume proportions by late June and continued heavy throughout July. Also, marketing was active through late July in most other early summer States.

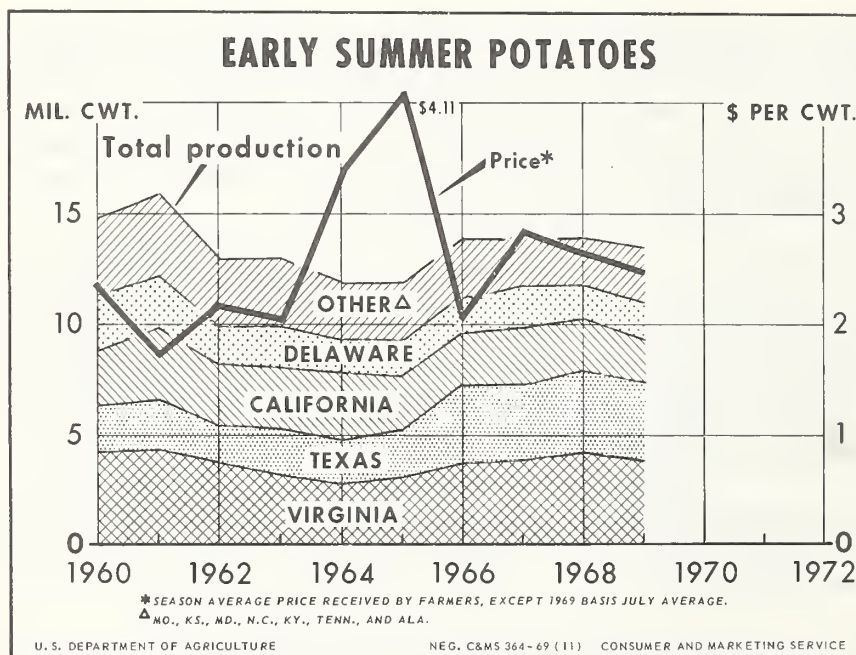


Figure 11

Table 9 .--Potatoes, Early Summer Crop: Selected data for 1951-69 crops

Crop year	: Acreage : : harvested :	: Yield : : per : : acre :	: Production :<	
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N.A. - Not available.

* Preliminary.

Note: Data on disposition may not tally due to rounding.

 $\frac{1}{\text{lb}}$ Average price per hundredweight received by farmers.

VII. NOTES ON EARLY SUMMER POTATO AREAS

Delaware

Acreage and production of potatoes in Delaware have held within a relatively narrow range since 1964. The 1969 production was up slightly compared with a year earlier (Figure 12).

Harvest of the Delaware crop began in late July. August rains slowed harvest in Delaware, Maryland and Virginia. Because of the rains, total shipments held below expected levels, and potato prices in the Middle Atlantic area firmed during August. However, average price received by growers in Delaware declined in September and October.

In 1970, the suggested potato acreage guide for Delaware is 7,890 acres, 1 percent less than total plantings in 1969.

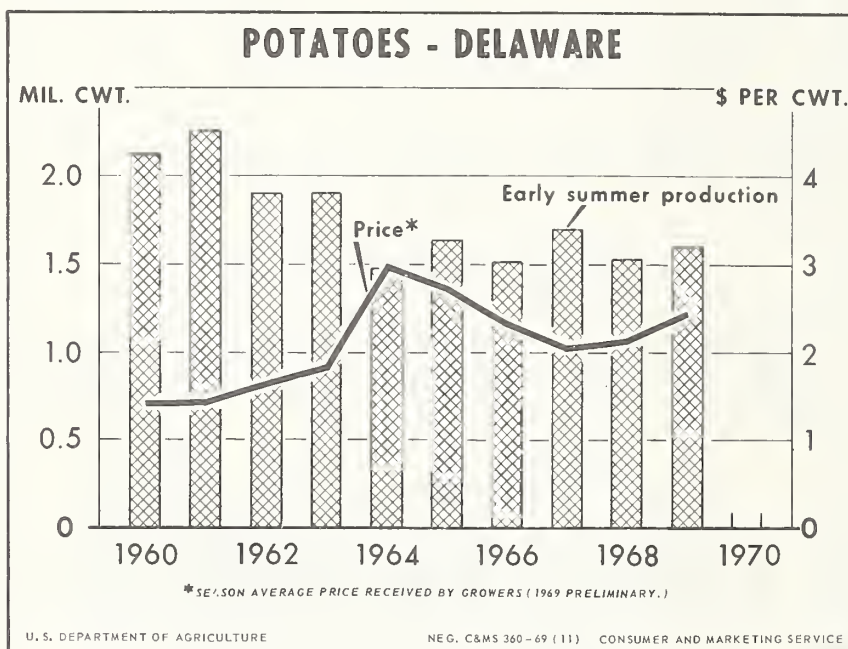


Figure 12

VII. NOTES ON EARLY SUMMER POTATO AREAS (CONTINUED)

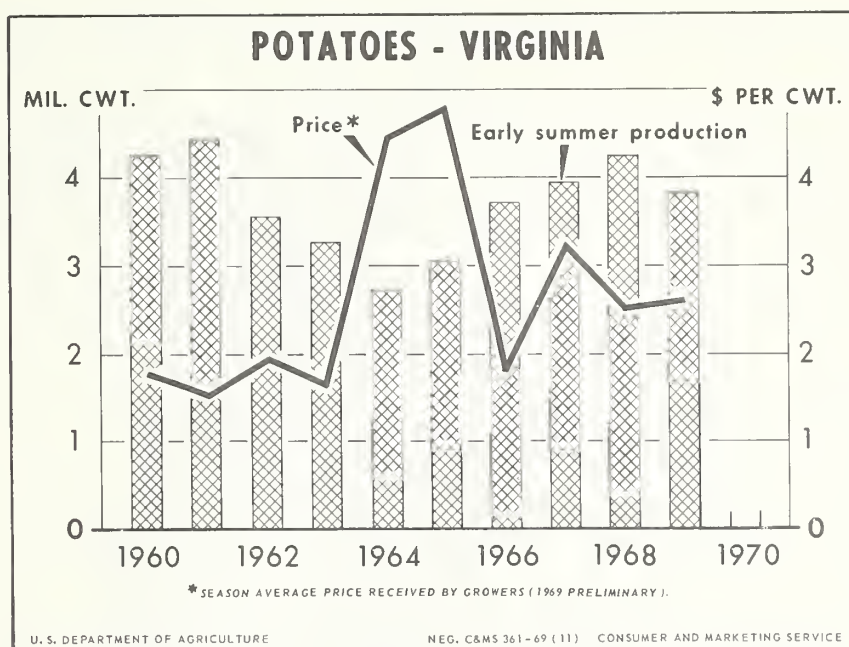


Figure 13

Virginia

The total potato acreage on the Eastern Shore of Virginia has been increased each year since 1964. In 1969, total plantings were 29,000 acres, 1,000 more than in 1968.

Following a dry spring, the 1969 average yield on the Eastern Shore was well below the 1968 record, and total production was one-tenth smaller (Figure 13).

The Eastern Shore harvest began in mid-June, peaked the second and third week in July, and continued into August. A substantial volume of shipments from North Carolina competed through mid-July with the potato movement from Virginia. In 1969, Eastern Shore potato shipments were regulated under a Federal marketing order. Additional details for Virginia potatoes are shown on page 12.

In 1970, the acreage guide suggested for the Eastern Shore is 26,345 acres, 9 percent less than in 1969. An equal acreage, 2,300 acres, is suggested for Virginia "other."

VII. NOTES ON EARLY SUMMER POTATO AREAS (CONTINUED)

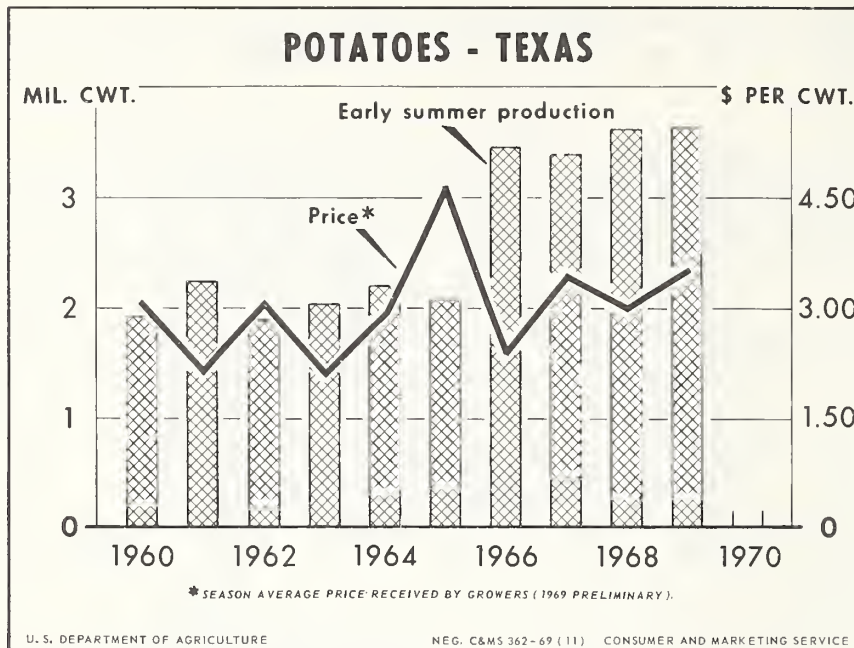


Figure 14

Texas

Early summer potato acreage in Texas, which is concentrated in the High Plains area, held within a narrow range from 1966 through 1969. A high yield in 1969 contributed to a record total production (Figure 14).

Harvest in the High Plains reached volume late in July. Supplies included both round red and long varieties. Most of the crop was harvested by September 1, although light supplies continued from the Hart area during September.

The 1969 total summer shipments were moderately above 1968. The 1969 average price received by growers was indicated to be slightly above the previous year. Additional details for the early summer crop are shown on page 12.

In 1970, the total early summer acreage guide for Texas is 18,975 acres, 3 percent less than in 1969.

VII. NOTES ON EARLY SUMMER POTATO AREAS (CONTINUED)

California

The total early summer potato acreage in California, which is located principally in the Delta District and Perris-Chino area, has trended downward since 1960. The 1969 plantings were 5,500 acres compared with 6,400 in 1968.

In 1969, total production was small, and 14 percent less than in 1968 (Figure 15). Despite the small crop, grower prices in 1969 averaged below 1968. A substantial overlap in shipments from the California spring crop, which continued into late summer, depressed prices for early summer marketings.

In 1970, the suggested acreage guide for the early summer crop in California is 5,500 acres, equal to the 1969 total plantings.

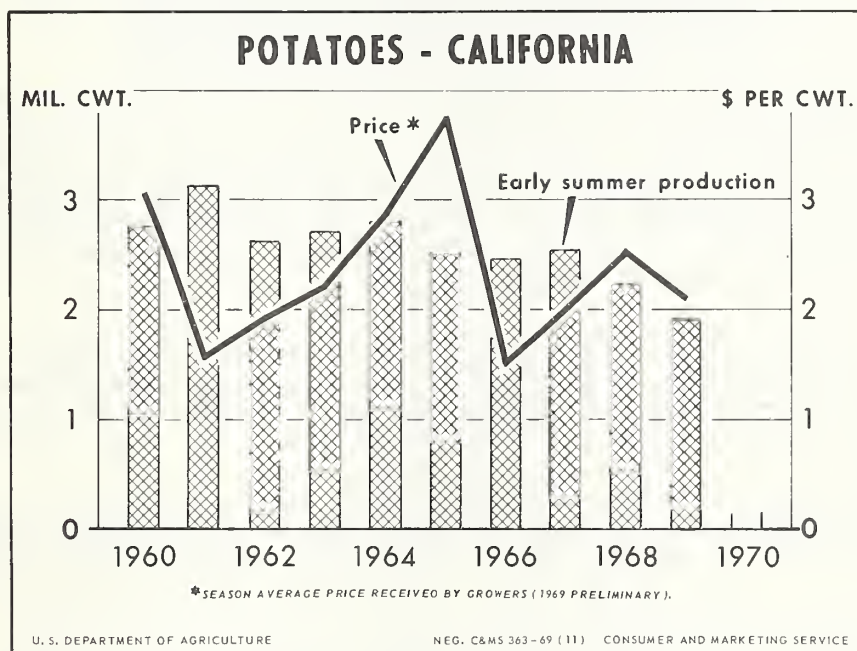


Figure 15

VIII. U. S. POTATO INDUSTRY TRENDS

Major trends in the potato industry considered in the preparation of the marketing guides are described in the commentary and charts that follow.

Acreage, Yield, Production, and Value

Since the mid-1960's, the United States total plantings of potatoes have shown moderate year-to-year changes (Figure 16). Since 1965, total plantings have ranged from 1.4 million acres to 1.5 million. Also, compared with the marked changes which continued through the late 1950's and early 1960's, changes in the seasonal distribution of potato acreage have been comparatively minor in recent years.

Through the 1950's, per-acre yields exhibited a sharp upward trend. Since that time potato yields per acre have shown a slight upward trend (Figure 17). A record yield of 215 hundredweight per acre is indicated in 1969. This compares with 214 in 1968 and a 1963-67 average of 205.

Since 1965, total potato production has held within a narrow range, approximating 300 million hundredweight annually (Figure 18). A slight increase in plantings in 1969 combined with a record yield are responsible in 1969 for a near-record crop of 305.1 million hundredweight. This compares with 294.2 million hundredweight in 1968 and the 1966 record of 306.9 million. The 1969 fall crop of 231.2 million hundredweight is record-large and 5 percent above the 220.9 million produced in 1968.

U. S. potato production is concentrated in the fall crop States. The 1968-69 average percentage originating in the fall season was 75 percent. Also, 14 percent was produced in summer States, 9 percent in the spring, and almost 2 percent in the winter.

The leading States in potato production in 1968 were Idaho, Maine, Washington, New York, North Dakota, and Minnesota in that order. Idaho accounted for 20 percent of the United States crop, Maine 12 percent, and California 10 percent.

The farm value of potato sales was \$589 million in 1968 and \$504 million in 1967. The 1964 crop was valued at a record \$765 million (Figure 19). Thus, the value of potato crop sales continues to vary widely from year to year, reflecting the characteristic instability in potato prices. The farm value of fresh potatoes is approximately one-third the retail value.

VIII. U. S. POTATO INDUSTRY TRENDS (CONTINUED)

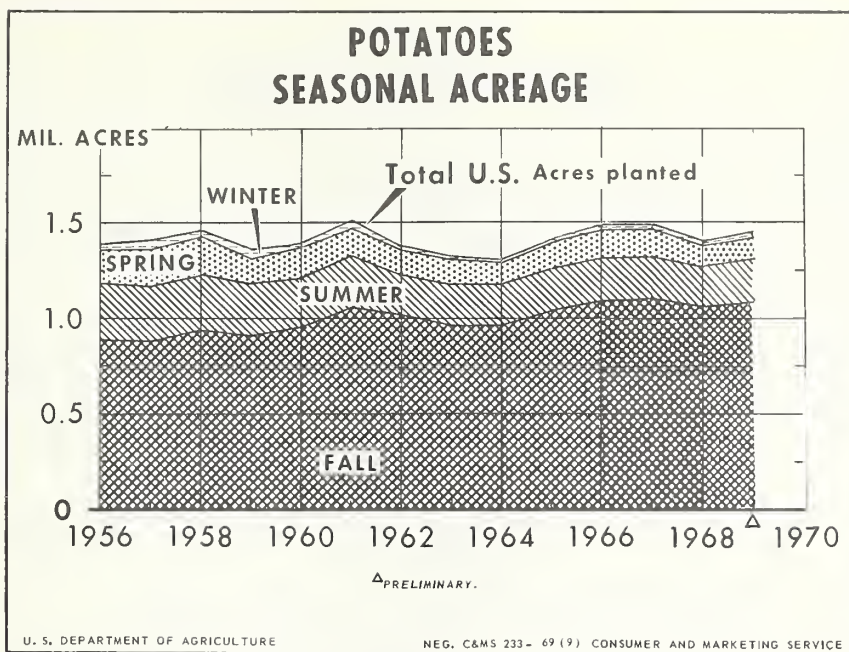


Figure 16

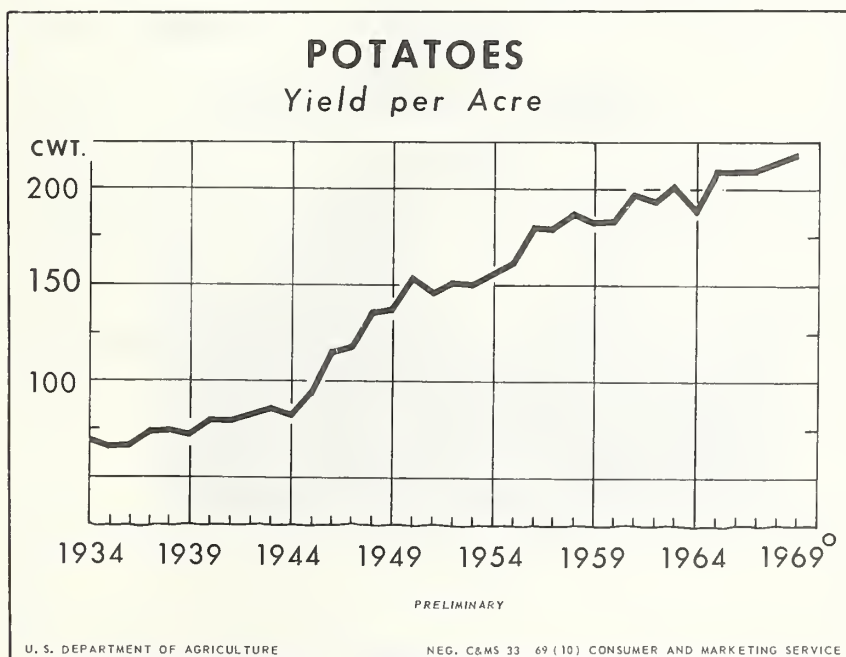


Figure 17

VIII. U. S. POTATO INDUSTRY TRENDS (CONTINUED)

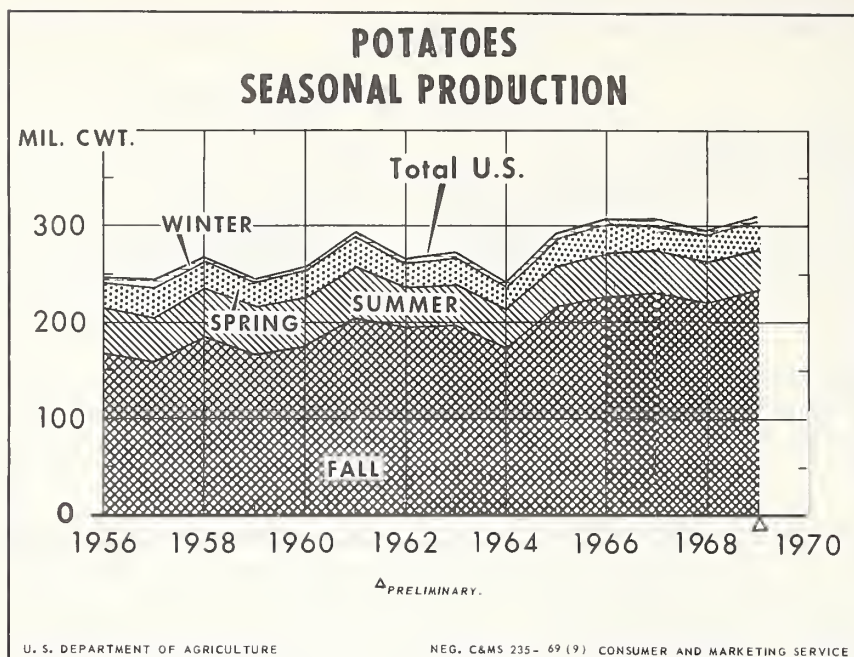


Figure 18

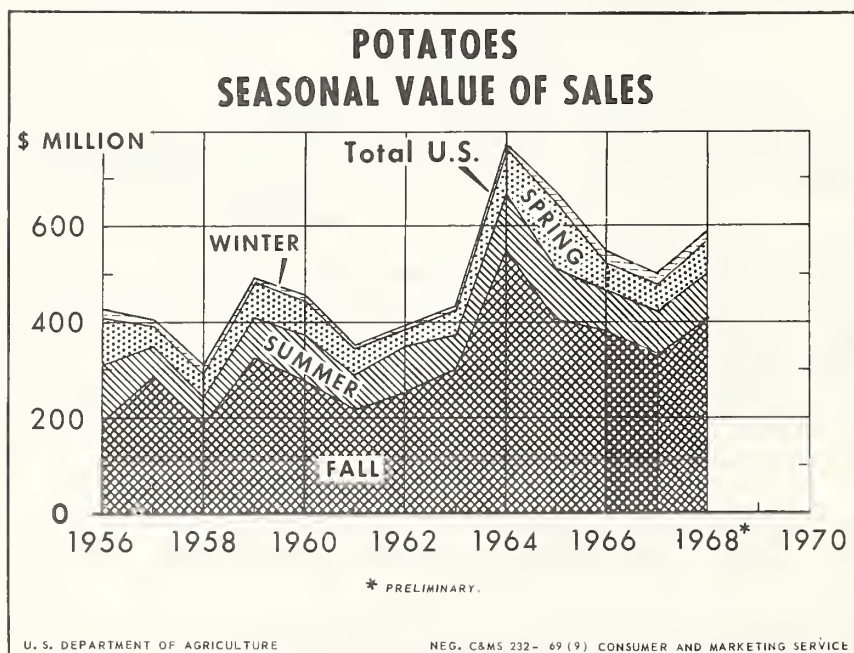


Figure 19

VIII. U. S. POTATO INDUSTRY TRENDS (CONTINUED)

Per Capita Consumption

During the 1960's, total per capita consumption of potatoes has been relatively stable; the 1960-68 average was 110 pounds, fresh weight equivalent.

Consumption of fresh potatoes declined from 85 pounds per person in 1960 to 63 pounds in 1968. However, the decline in fresh use was offset by a sharp upward trend in consumption of processed potatoes; the latter use doubled, from 24 pounds to almost 50 pounds, fresh weight equivalent.

The inverse trends in consumption of fresh and processed potatoes likely will continue. This implies that potato market prospects are more favorable for areas with local potato food processing plants or with produce for potato chip outlets, but less favorable in producing areas marketing most of their crop as fresh table potatoes.

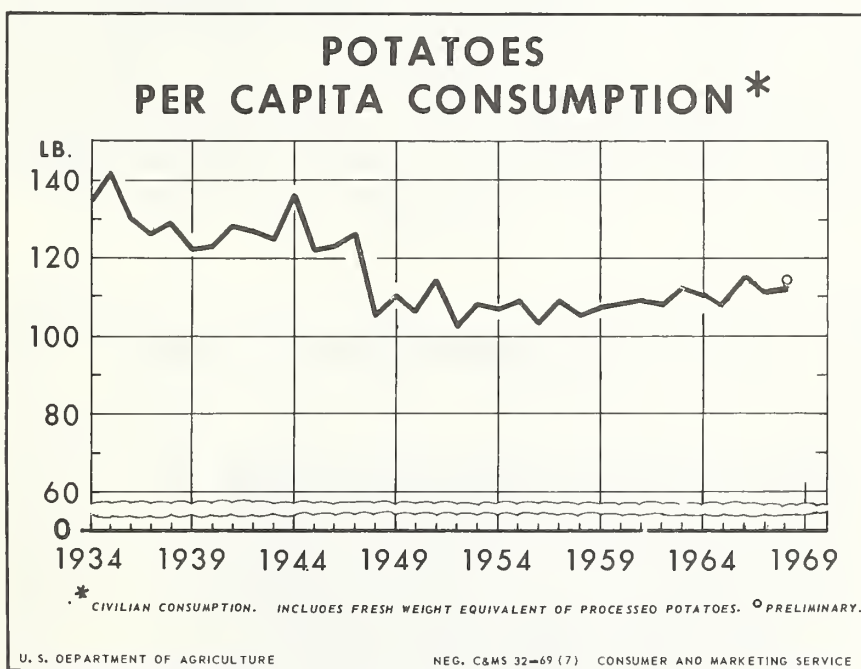


Figure 20

VIII. U. S. POTATO INDUSTRY TRENDS (CONTINUED)

Utilization

In 1968, 79 percent of the total potato crop was used for food, 8 percent for seed, 4 percent for livestock feed, 3 percent for starch and flour, and 6 percent was accounted for in shrinkage and loss. The 1968 utilization percentages by outlets were representative of crop use in recent years. In a "short-crop" year, the food use percentage increases and the combined percentage for non-food uses decreases; when a surplus crop is produced, the food use percentage declines. A summary of potato utilization is on page 35.

Since 1965, the total quantity of potatoes used for food ranged from 228 million hundredweight to 234. In 1968, food use was 233 million (Figure 21 below). The quantity of fresh potatoes used for food declined during the 1960's (Figures 22 and 23). This downward trend was about offset by gains in consumption of processed potatoes, including potato chips and shoestrings, frozen items, and dehydrated (instant mashed). In 1960, 76 percent of the total potatoes used for food consisted of fresh stocks and 24 percent were processed items. By 1968, the fresh use had declined to 55 percent, while processed food potato use had increased to 45 percent. The use of potatoes for frozen items has almost tripled, from 7.4 percent of total food use in 1960 to 19.2 percent in 1968; dehydrated increased from 5 percent in 1960 to 10 percent in 1968. Use of potatoes by canners, which has increased slightly, amounted to 1.7 percent of the 1968 total food use (Figure 24).

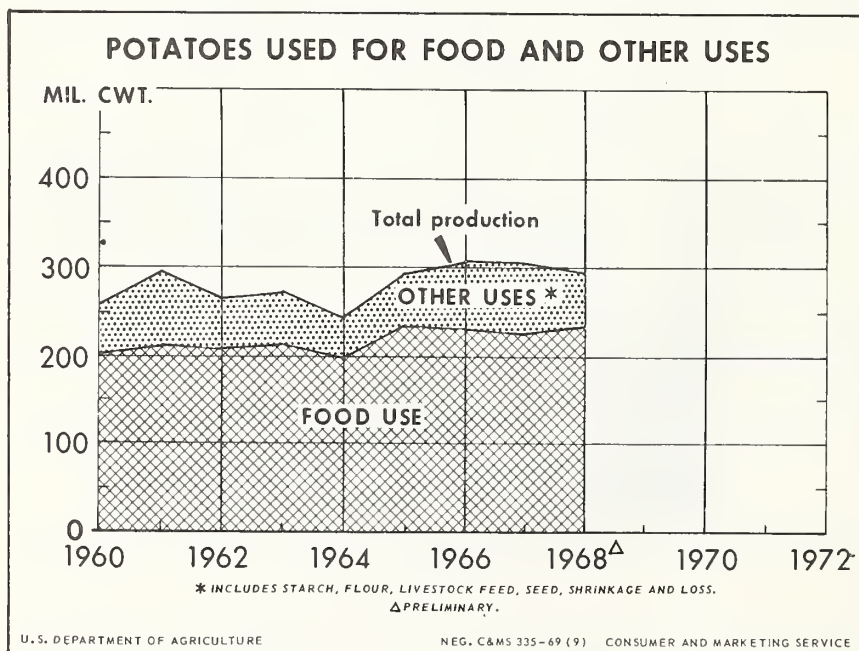


Figure 21

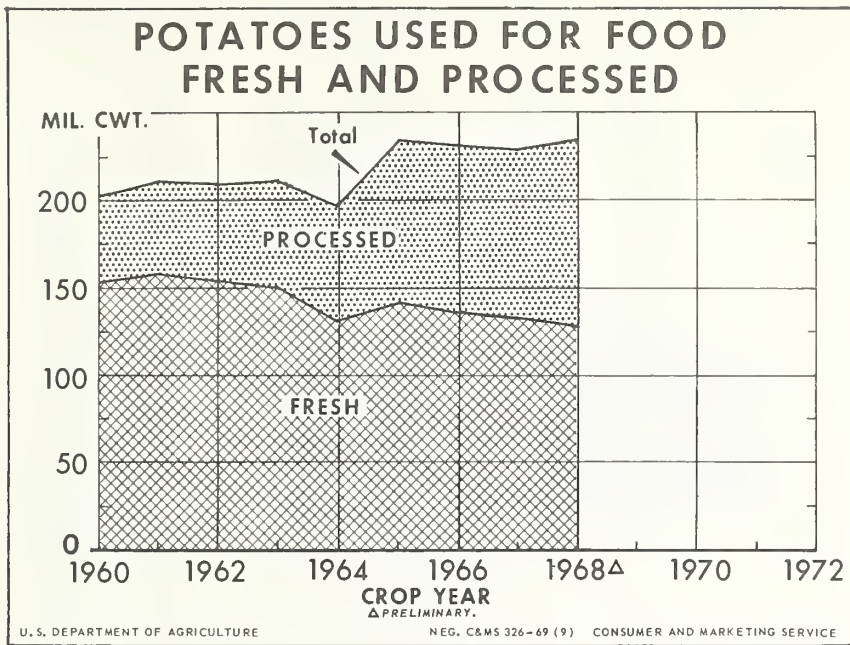


Figure 22

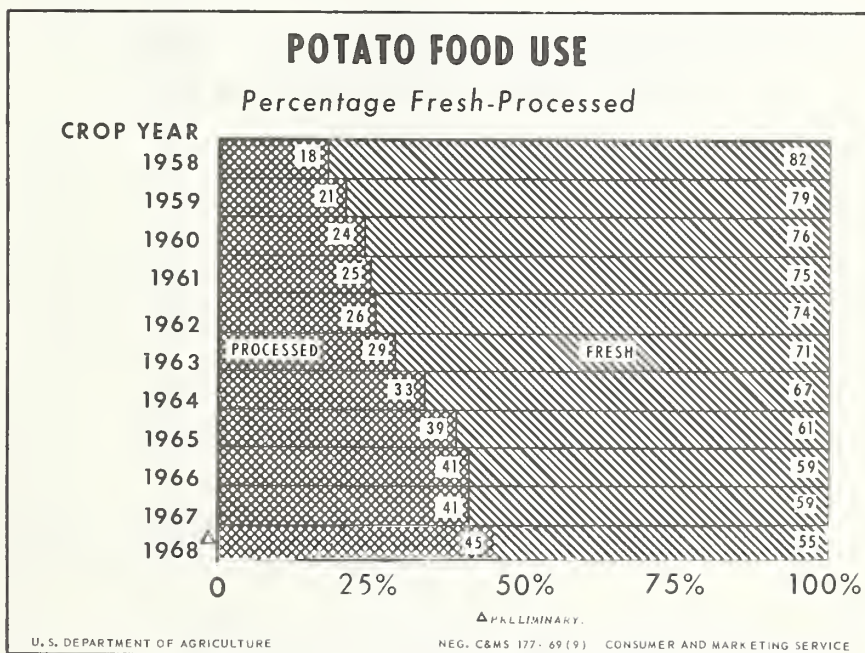


Figure 23

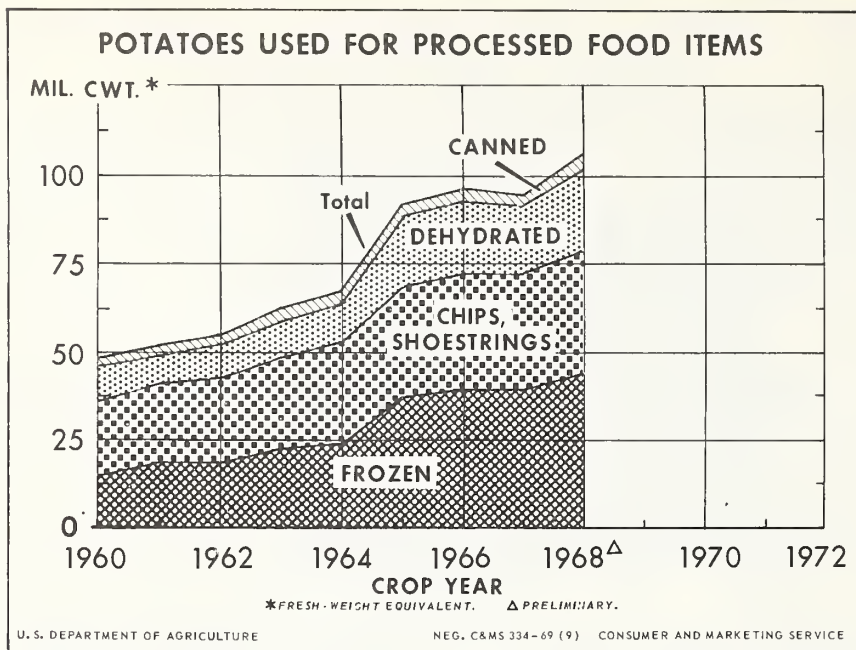


Figure 24

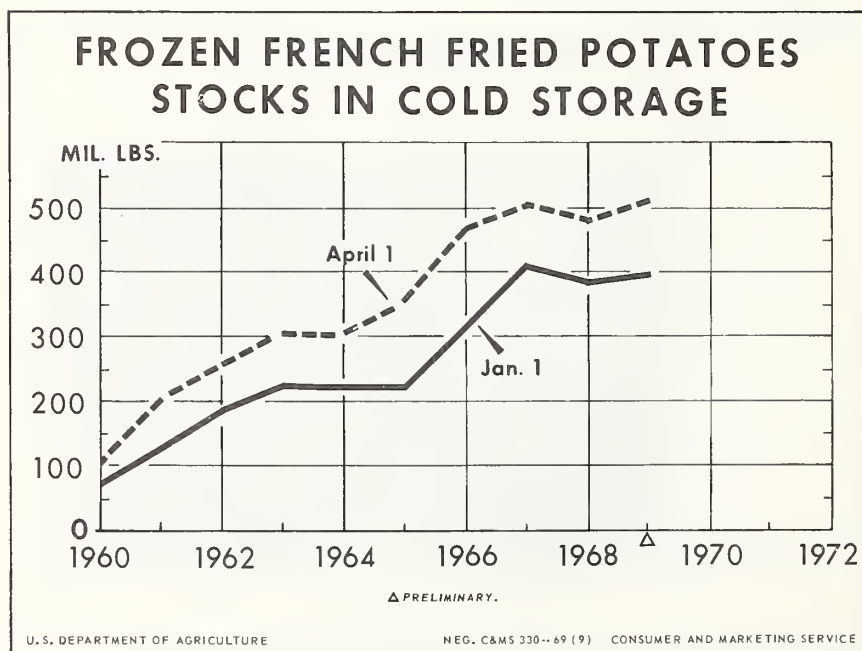


Figure 25

Potatoes, United States: Utilization of 1956-68 crops

Utilization items	Crop year									
	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965 : 1968 : 1967 : 1968
	Thousand cwt.									
Fresh food:										
Tablestock	146,048	148,408	148,868	148,497	149,002	153,594	149,710	146,981	129,513	139,542 133,856 131,184 125,277
On-farm	9,312	8,176	7,279	5,913	5,310	4,773	3,955	3,400	2,776	2,597 2,378 2,289 2,137
Subtotal	155,360	156,584	156,147	154,410	154,312	158,367	153,665	150,381	132,289	142,139 136,234 133,473 127,414
Processed food:										
Chips, etc.	14,566	17,356	17,063	20,085	21,018	22,642	24,086	26,693	28,783	31,292 32,729 32,406 34,123
Dehydration	3,223	3,776	5,917	7,656	10,104	8,518	9,280	9,909	10,801	20,166 19,811 19,084 22,761
Frozen	4,675	4,827	8,263	9,918	15,042	18,138	18,400	22,425	23,654	37,302 39,631 39,609 44,562
Canned	2,283	2,606	2,864	2,447	2,809	2,775	2,926	3,240	3,201	3,348 3,386 3,358 4,041
Subtotal	24,747	28,565	34,107	40,106	48,973	52,073	54,692	62,267	66,439	92,108 95,557 94,457 105,487
(1) Total food	180,107	185,149	190,254	194,516	203,285	210,440	208,357	212,643	198,723	234,247 231,791 227,930 232,901
(2) Starch, flour	18,336	12,691	18,387	7,718	10,177	20,493	11,285	11,737	2,990	8,081 11,001 12,049 7,299
(3) Feed sales	7,675	8,950	18,918	6,607	5,348	20,340	7,913	10,103	5,587	5,797 8,440 16,800 8,877
Feed on farms	4,148	2,718	3,916	3,104	2,940	4,192	3,340	3,087	1,871	2,179 2,930 2,781 2,074
Total	11,823	11,668	22,834	9,711	8,288	24,532	11,253	13,190	7,458	7,976 11,370 19,581 10,951
(4) Seed sales	13,435	13,641	13,079	13,583	14,823	13,823	14,333	14,159	14,203	16,922 16,173 15,846 17,277
Seed on farm	6,752	7,577	7,086	7,093	7,560	7,191	5,955	5,911	7,363	6,510 8,113 7,427 6,905
Total	20,187	21,218	20,165	20,676	22,383	21,014	20,288	20,070	21,566	23,432 24,286 23,273 24,182
(5) Shrinkage, and loss	15,339	11,796	15,257	12,651	12,971	16,687	13,627	13,513	10,334	17,433 28,454 22,501 18,859
(6) Production	245,792	242,522	266,897	245,272	257,104	293,166	264,810	271,153	241,076	271,169 305,334 304,192

Source: Annual reports of the Statistical Reporting Service, United States Department of Agriculture.

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